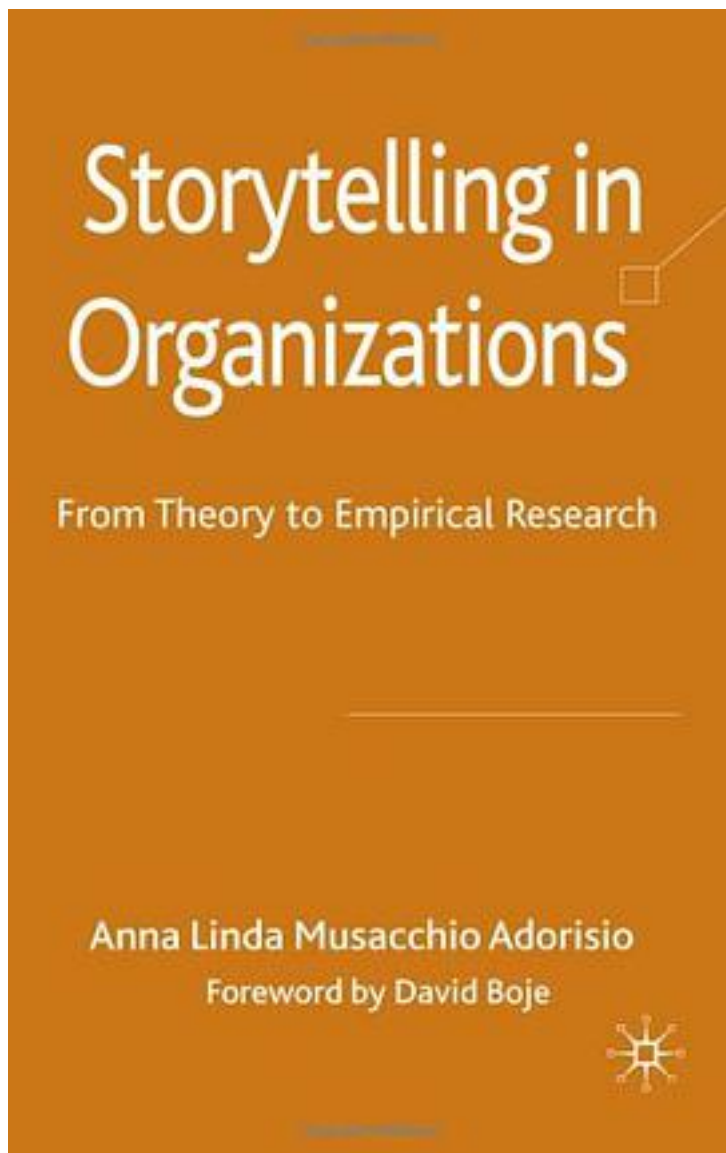


Storytelling in Organizations



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Storytelling in organizations is a notion that encompasses both the stories that the organization produces and the ones told by its members. This book aims at studying life in organizations using a storytelling perspective. Storytelling is treated as a practice performed by organizational members and the emphasis is placed on the experience of such individuals. An extensive literature review on narrative, stories and storytelling is provided in the first two chapters together with an in-depth treatment of an empirical case coming from an American banking institution, which serves as a basis for a return to theory and for the articulation of a new line of research. The core of the research contribution must be detected, in fact, in the recognition of the ambivalence of storytelling acts, which witness a constant movement between the consolidated, socially plotted narratives, and the rough and unfinished fragments.

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